



Pitch your story...social media (Facebook, LinkedIn, MySpace, YouTube)



- Plan an open house
- Public event display
- Memorial services
- Crew Member recognition
- Promote EMS with your local media

Types of activities to promote:

- Patient testimonials
- Post action shots or video of activities, drills, events
- Post response data in monthly and quarterly numbers
- Ride along programs
- Radio testimonials
- Praise credit earned (cardiac saves, length of service awards, new equipment, and completion of special training)



Promote EMS in your Community

Nebraska EMS Program (includes **Public Service Announcements**)

dhhs.ne.gov/publichealth/nebraskaems/Pages/PromoteEMS.aspx

American College of Emergency Physicians

<http://www.acep.org/emsweek/>